

MAD

IND

®

No. 307

December 1991

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R. A. Williams Art

"A
short-lived
satirical
pulp." —TIME

COMPLETELY
MAD

A History of the Comic Book and Magazine



by MARIA REIDELBACH



It's the magazine that wouldn't die! Ever since its monstrous birth from the publishing company led by maverick comic book tycoon William Gaines, MAD has been making some people... well, mad. Banned by parents, scorned by teachers, denounced from pulpits, and the target of innumerable lawsuits, MAD goes on, the most successful humor magazine in the world.

At last, one gigantic book reveals MAD's entire history of insanity, controversy and unrelenting satire—with over 550 illustrations (more than 400 in color) including reproductions of every MAD cover since Issue #1... research into the mysterious origins of Alfred E. Neuman... brief bios of all the MADmen... and excerpts from classic MAD stories all the way back to "Ganef!" and "Superduperman!"

Coming in November
LITTLE, BROWN and COMPANY

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FOR
IT!



MAD

"War is what happens when arms are used instead of heads!"

—Alfred E. Neuman

WILLIAM M. GAINES *publisher*

NICK MEGLIN, JOHN FICARRA *editors*

LEONARD BRENNER *art director* TOM NOZKOWSKI *production*
CHARLIE KADAU, JOE RAIOLA, SARA F. FRIEDMAN *associate editors*

DICK DE BARTOLO *creative consultant*

ANNE GAINES *assistant to the publisher*

ANDREW J. SCHWARTZBERG *editorial assistant*

WILLIAM T. RASCHENDORFER *summer intern*

JACK ALBERT *lawsuits* DOROTHY CROUCH *foreign correspondent*

LILLIAN ALFONSO, CLAUDETTE NICHOLS *subscriptions*

CONTRIBUTING ARTISTS AND WRITERS *the usual gang of idiots*

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AN EXCITING NEW SUBSCRIPTION OFFER

EXCLUSIVELY FOR READERS OF MAD MAGAZINE!

"An extraordinary opportunity to own the official MAD Pin Collection!"



A Brief History of the MAD Pin Collection

In late 1990, MAD publisher William Mildred Farnsworth Higginbottom Pious Gaines IX decreed that there should be an official MAD Pin Collection and ordered that famous artisans from around the world be contacted to see who would work the cheapest to create these objects of art!

Unique in all of jewelry making history, we broke the mold before we cast these pins!

Each official MAD Pin is precision crafted by machines that are turned On and Off by hand!

Each Pin is cast in Space-Age Alloys—the same Alloys used to make NASA space shuttle souvenir pins sold by guys hanging around Cape Canaveral!

The Official MAD Pin Collection smells like jewelry that costs thousands of dollars and can be mistaken for real gold at distances over 500 meters (though at shorter distances they may be mistaken for a lot of other things!)

These Pins will not be sold in any store—we know, we tried getting any store we could find to sell them and nobody would touch them!

Due to the special nature of this offer, the number of Official MAD Pins commissioned shall never exceed the demand! (In the event of a tie, all production will cease! That's our commitment to quality!)

These are the very same Pins that will be offered by us again and again and again in future issues of MAD Magazine!

An Important Reminder! Each Official MAD Pin is so valuable it will be personally delivered to your home by an official United States Government Employee, dressed like a mailman!

This offer is neither endorsed nor in any way connected to the Franklin Mint, Benjamin Franklin, Joe Franklin or Franklin Delano Roosevelt!

How To Get Your MAD Pin Collection FREE:

485 MADISON Avenue



New York, New York 10022

- I enclose \$53.75 for a 40-Issue Subscription.
I'll save \$16.25 off newsstand price and get all three
MAD Pins shown above absolutely free!
- I enclose \$33.75 for a 24-Issue Subscription.
I'll save \$8.25 off newsstand price and get the official
MAD Logo Pin absolutely free!

- I enclose \$13.75 for an 8-Issue Subscription.
I'll save a paltry 25¢ off newsstand price and get to
look at someone else's MAD Pins because you won't
send me any!

CHECK HERE IF RENEWAL

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ADDRESS _____

CITY _____

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Our Pledge: MAD will not sell or give your
name and address to anyone for any reason!

*Outside U.S.A. (including Canada), \$18.75 for 8 issues or \$46.75 for 24 issues or \$74.75 for 40 issues in U.S. Funds payable by International Money Order or Check drawn on a U.S.A. Bank. Canadian price has GST tax included. Allow 10 weeks for subscription to be processed. MAD Magazine cannot be responsible for cash lost or stolen in the mails so CHECK OR MONEY ORDER PREFERRED!

----- USE COUPON OR DUPLICATE -----

LETTERS AND TOMATOES DEPT.



SATURDAY NIGHT JIVE

During a recent taping of NBC's *Saturday Night Live* I encountered cast member Phil Hartman in deep concentration midway through your incisive article about Madonna. I snapped this photo because I thought you'd enjoy his reaction!

Stanley Moss
New York, NY



SNL's popular Phil Hartman in what may be a first: A photo of a celebrity voluntarily reading an issue of MAD that contains absolutely no reference to him whatsoever! None! Zero! Zip!

"STUPID TEEN"

Your "Stupid Teen" fakeout cover on the back of MAD #305 was great, and I couldn't help but notice that in the picture of the New Kids, Donnie Wahlberg is barefoot. This reminded me of the Beatles' *Abbey Road* album controversy when Paul was barefoot. Does this mean that Donnie is dead?

Jared B. Johnson
Orlando, FL

Jared B.—Yes, but only from the neck up!—Ed.

Many thanks for the "Stupid Teen" cover. We all loved it. Your guys write better cover lines than we do!

Sanford Schwarz
Super Teen Director
New York, NY



MORON MAIL

Please. Print my letter PRINT MY LETTER!!!! Thank you for your time.

Gavin Scansill
West Linn, OR

Gavin. You're a schmuck YOU'RE A SCHMUCK!!!! Thanks for writing.—Ed.



CAKE MY DAY

For my 13th birthday, my parents threw me a surprise party. But I was even more surprised when I saw the cake! Yecch! Alfred!

Matt Smucker
Bird-In-Hand, PA



It's a good thing you're not a fan of *Vanity Fair* magazine, or your parents would have given you a cake with a big, bloated Demi Moore on it!—Ed.

Here's a picture of a cake I brought to a recent party at the sprawling Brooklyn ranch of world-famous MAD artist Rick Tulka.

Brian Fitterman
Syosset, NY



Fitz—Your cake looks lovely, but we have one question: Who cut it?—Ed.

GENERAL CONFUSION



In response to the cover of MAD #305, Daniel Brannan of Jacksonville, IL sent us this sketch of a character he calls "Stormin' Neuman." Even though Norman Schwarzkopf is known as "The Bear," Neuman is known as "The Ass"!

YOU MAY ALREADY BE A LOSER!!

I am an avid fan of your magazine, and a new idea has come to me. On the covers of your MAD Collector's Series Super Specials, it lists the number of that copy in a limited edition of 1,003,300. Why not turn this failed attempt at humor into a contest? In a future issue of MAD, feature a randomly chosen number. Then, whichever idiot bought that copy can mail it in and win a free subscription! This would massively boost sales to a new high! Then again, no one would admit that they were stupid enough to waste \$3.50 on such garbage!

Jeff Pressey
Oxford, ME

Jeffy—Excellent idea! So excellent, we'll do it!
We are pleased to announce the MAD Collector's Series "Jackpotzable" Beginning with MAD Collector's Series #2, if the number printed on the cover of any reader's copy matches one of the ten randomly selected numbers printed below, they will win a one-year subscription to MAD! We will reprint the winning numbers in the following Collector's Series and choose new winning numbers for each Collector's Series Edition. To claim your prize, send the original cover (no photocopies) to: MAD Winner's Circle, 485 MADison Ave., New York, NY 10022. All prize claims subject to verification. Relatives of William Mildred Farnsworth Higginbottom Plaus Gaines IX (and you know who you are) are not eligible! Void in any state where prohibited by law. And for suggesting an idea we will all soon regret, Jeff gets a free one-year subscription and a fabulous MAD pin collection! Fa fa fal!—Ed.

Here are the MAD Collector's Series #2 Winning Numbers

0,591,384	0,143,536	0,454,020
0,921,257	0,364,819	0,138,578
0,604,491	0,118,650	0,634,021
0,836,742		

Please Address All Correspondence To:
MAD, Dept. 307, 485 MADison Avenue
New York, New York 10022

MAD welcomes reader submissions. Manuscripts will not be returned or acknowledged, however, unless they are accompanied by a self-addressed, stamped envelope or a note suggesting a name for John's new black and white tuxedo cat!

We've decided to tackle the SWIMSUIT ISSUE and immerse ourselves in Aquatic Humor, Fishy Satire and Deep-Sea Trash!

Don't be a Chicken of the Sea!
Take our Bait
and Dive into ...



THIS BOOK IS
DOLPHIN SAFE

ON SALE NOW!



I'm Lt. Mudrock! I play a **stupid police officer** on an even more **stupid TV show!** Right now I'm on a **secret mission** at the **Darnslow's** house! I can't divulge the nature of the case! For now, all I can tell you is that the **code name** of my investigation is...

Sorry to barge in, but I'm here on **police business!** I'm under **strict orders** to interrogate your family, but because I like you, I'm just going to ask you all a **lot of questions!** Why don't you all introduce yourselves?

Well, you know me, boss! I'm **Card Darnslow**, a law enforcement agent in the tradition of **Superman** and **Batman!** How? People don't believe in **them**, and they don't believe in **me**, either—a jovial, 100% honest Chicago cop!

I'm **Harried**, the **wife!** I cook, sew, manage the budget, and **feed the family!** What do I feed them? Mainly, **straight lines!**

I'm **Adora**, the teenage **daughter!** I have a "love interest" in **Dweeb Irksome**, the little nerd next door! I'd **LOVE** to see him get flattened by a truck!



I'm **Card's mother!** Even though I'm a grandma, I boogie! I bowl! I even play football—tackle! Now if you'll excuse me, I must get my underthings from the wash! You'd be amazed at how long it takes a jock strap to tumble dry!

I'm **Ratewell**, Harried's widowed sister! Carl and Harried let me live here! Not because they care about me—they need me and my precocious son to complete their ideal sitcom family!

What's "pre-dough-cuss" mean?

When you mispronounce words like that it means **high ratings** and **big laughs!** I'm **Eggie**, the not-too-bright son! I make "C"'s in school, but amazingly, I don't have to work that hard to get them!

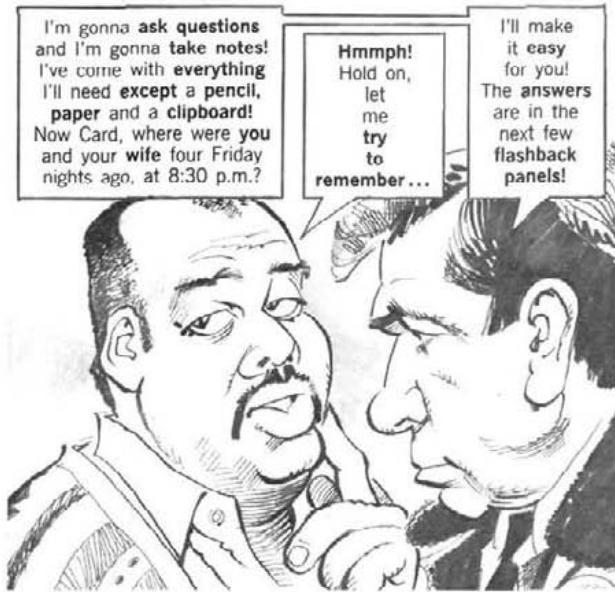
I'm **Dweeb Irksome**, the pushy, unhip kid next door! I'm not part of the **Darnslow family**, which they're the first to admit! I hang out here 'cause my **REAL parents** won't admit I'm part of their family either! he-he! snort-snort!

Familiar Matters



ARTIST: MORT DRUCKER

WRITER: DICK DEBARTOLO



I'll make it easy for you! The answers are in the next few flashback panels!



OOOOOH

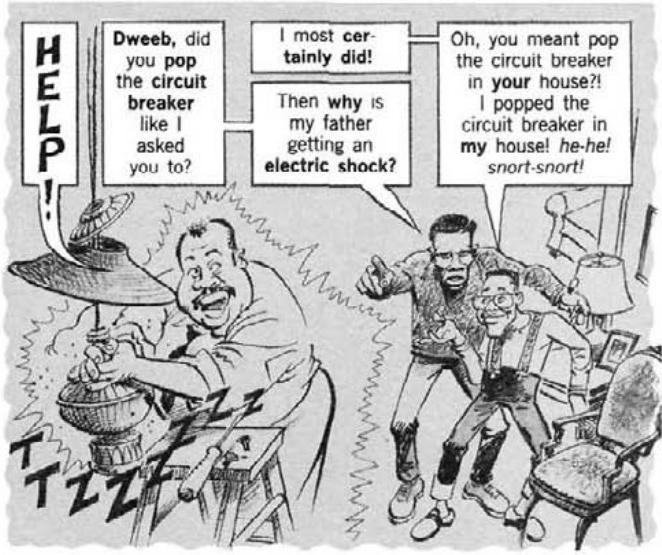
Hmmm... I see why Irksome does that stupid giggle and that pig snort! It signals the technicians where to lay in the laugh track!



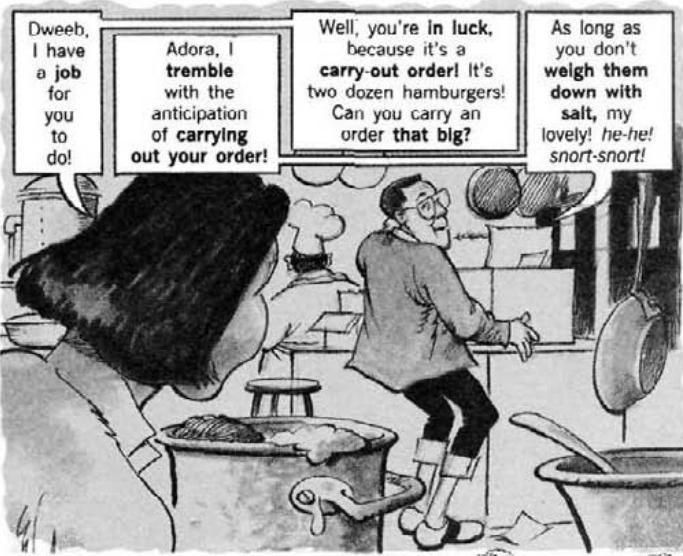
Why does the audience "Ooooh" over the dumbest things?

Certain situations on this program precipitate a guttural reaction within the upper body area of the confined audience members! So they "Ooooh" to keep from barfing!





Now we're getting a different sound from the crowd! This show elicits every reaction from an audience except laughter and applause! They have a machine that does that!





Ratewell, how could you, a widow who has to move in with her family because she has no money, afford a restaurant?

Simple! Irksome burned down the old restaurant, so Card loaned me the money to buy and rebuild it!

Card was able to loan you the money? On a Chicago cop's salary?!

If you ask me, Lieutenant, that sounds more like "Unsolved Miseries" than "Familiar Matters"!

Grandma Darnslow, where were you six Friday nights ago around the 8:30-9:00 p.m. time slot?

I was at the ballpark!
Little League?

Little League! Ha! I was out shagging flies with Ken Griffey Junior AND Senior! Then later, I was with my son! I remember him saying...



Ratewell's restaurant isn't too busy tonight, so I'm going to help business by ordering four burgers and four fries for myself!

You're gonna eat that much food?!

Gotta keep up my strength, mom, I'm a police officer!

Keep eating like that and you'll be a police CAR!!!

Keep it up, mom! You know the LAPD aren't the only ones who can swing a nightstick!

Dweeb, where were you nine Friday nights ago around 8:30, 7:30 Central?

Shooting baskets with Card! I'm with Card almost every night!

Don't your mom and dad worry about you?

They only worry when I'm in their home! Boy, I love doing things with Card! That night on the court we...



Dweeb, will you stop dancing all over the court and just shoot the ball!

Jeepers, Card! That's how much you know! You gotta warm up your tibia maximus first!

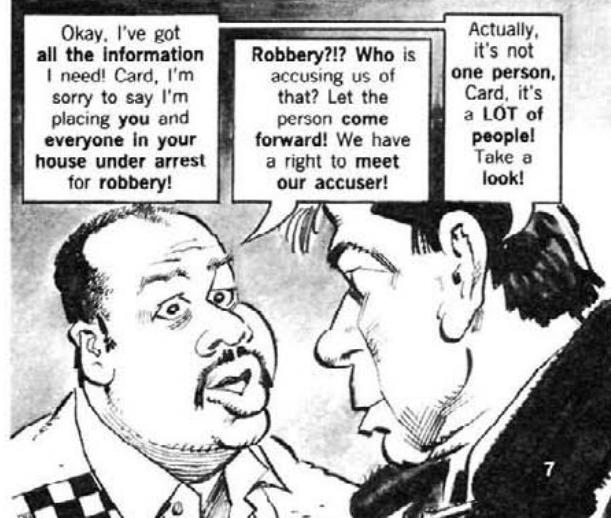
Okay, I give up! What's a tibia maximus?

All I know, Card, is that it applies to basketball! Or is it violin playing? He-he-he!

Okay, I've got all the information I need! Card, I'm sorry to say I'm placing you and everyone in your house under arrest for robbery!

Robbery?!! Who is accusing us of that? Let the person come forward! We have a right to meet our accuser!

Actually, it's not one person. Card, it's a LOT of people! Take a look!



Hey Grandma! I've been doing that wise-cracking old lady schtick for years as Sophia on *Golden Girls*! And I was hunting hunks before you were born! You stole my act! If this were Sicily, I could have you killed!

And Harried, I've been a smart-ass sit-com mom seasons before you! Get a life! And an original role! Yeah, and while I'm on it, get a different relative to bug you! I already have a sister who hangs out at my home and interferes!



And Card, I'm afraid to say that I originated the role of the warm-hearted, chubby, overwhelmed father on *Eight Is Enough*!

That's not all Card stole! Take his behavior with Irksome! Norton and I started that buddy-buddy stuff on the *Honeymooners*, when TV was still black and white! I oughta send you—POW!! Right to the moon!

You tell 'em, Ralphie Boy! They even stole our looks! Look at 'em! A big, heavyset guy doing schtik with a frail little guy! Jeez! Irksome will probably get a job in the sewer and they'll join the Raccoon Lodge!

Itchie,
you took
our "pre-
dough-cus"
kid stuff!



6'
5'
4'
3'
2'



Listen Irksome,
I'm Pee-wee Herman,
the original TV dweeb! Ha-
ha-ha! Where do you get the
nerve to impersonate me??
Being a nerd is my game!
Don't wear it out!

Pee-wee! Oh, Pee-wee! 1950 comes
before 1987! I'm Jerry Lewis,
and I was a nerd 37 years
before you and 41 years before
Dweeb! If you don't believe
me, ask my partner, Dean! Dean,
Dean, ain't that right, Dean??!

Yeah, it's like when I sing ...
When a goon plays the fool
It's not pasta fazool—
It's just Irksome!
When a nerd does each line
Like a bad Chianti whine—
That's just Irksome ...

Irksome, I have no qualms
about you stealing their
Nerd act, but I perfected
the pesky annoying
neighbor who always
walks in without knocking!
And I'm not lying!

Hey Adora, I originated
the role of a middle
class black girl
trying to make
good in school on
A Different World!

And Eggie, credit
me with being the
first not-too-
bright but fairly-
good-looking
teenage black son!

That's it! I've
heard enough! You're
all going away
for a long time,
for not-so-grand
larceny!

Hey—wait! That will
make us TV's first sit-com
family behind bars! And
that's not a Familiar
Matter at all! We're saved!
he-he! snort-snort!

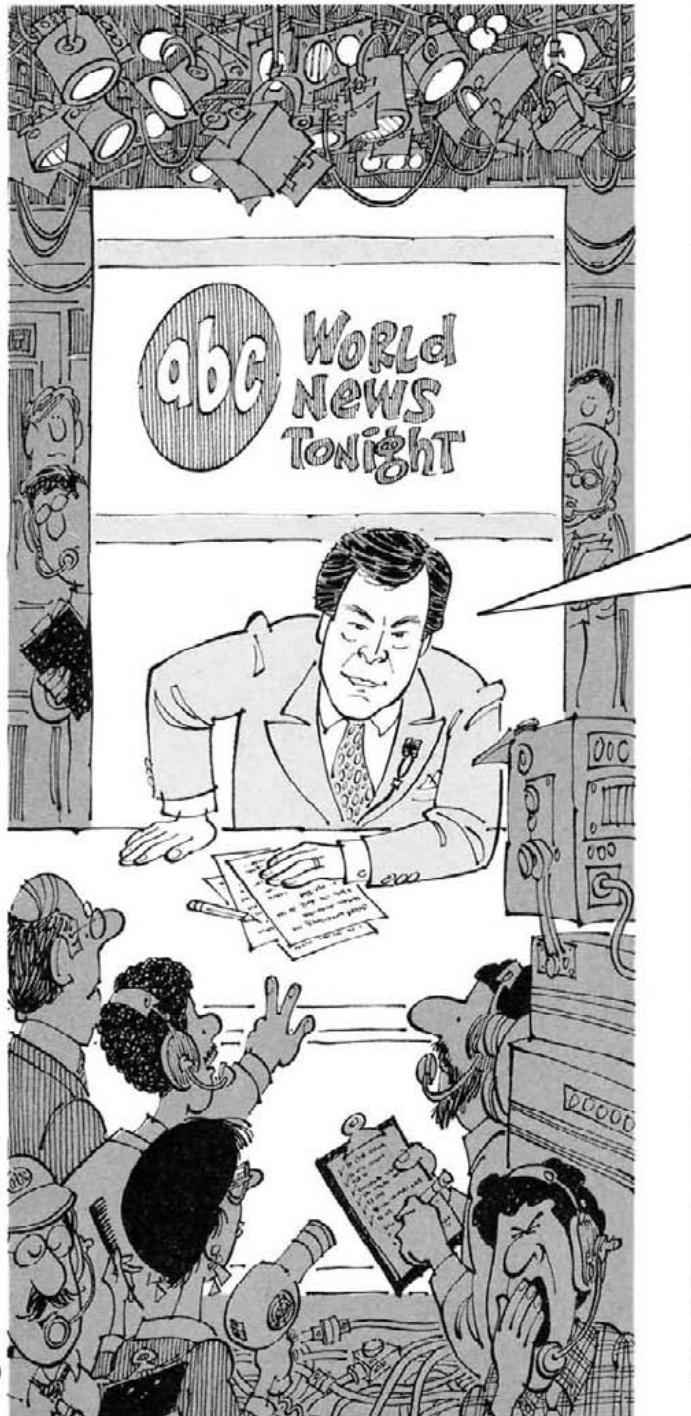


TO AIR IS HUMAN DEPT.

No doubt about it...network news anchormen have a real knack for taking important news stories about war, international incidents and other matters of life and death and boiling them down to the same buzzwords and clichés every evening. But guess what—they can also use those same clichés when describing boring and uninteresting things ...like your day-to-day activities! Here's

ARTIST: PAUL COKER

WRITER: MARK D'AMICO



IF YOUR HOME THE SAME WAY



"... all talks have reached an impasse..."



"... a band of mindless, screaming zealots..."



"... round-the-clock bargaining continues..."

ONE LIFE WAS REPORTED ONLY AS THE EVENING NEWS



"... an unprovoked act of terrorism..."



"... an innocent victim of torture..."



"... subjected to a news blackout..."



"... sent a message to the free world..."



"... maintained a non-negotiable position..."



"... a grim and uncertain future..."

THE HARMONIOUS HOMEBOY'S HOMICIDE

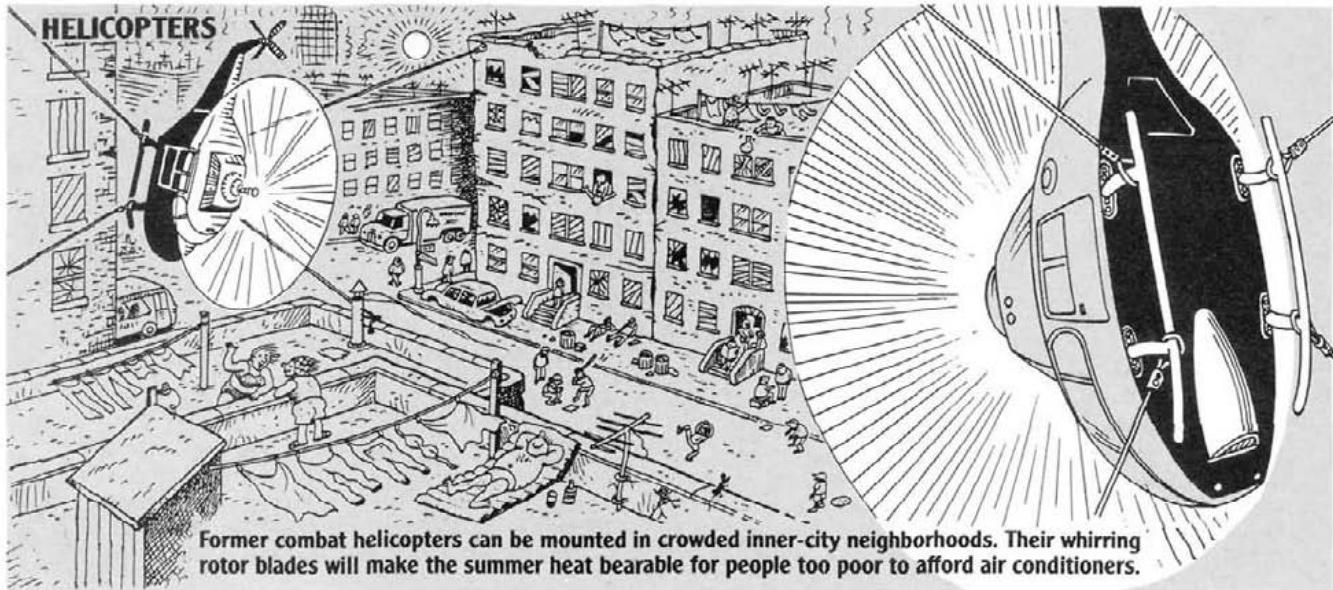


ALL JAFFEE DEPT.

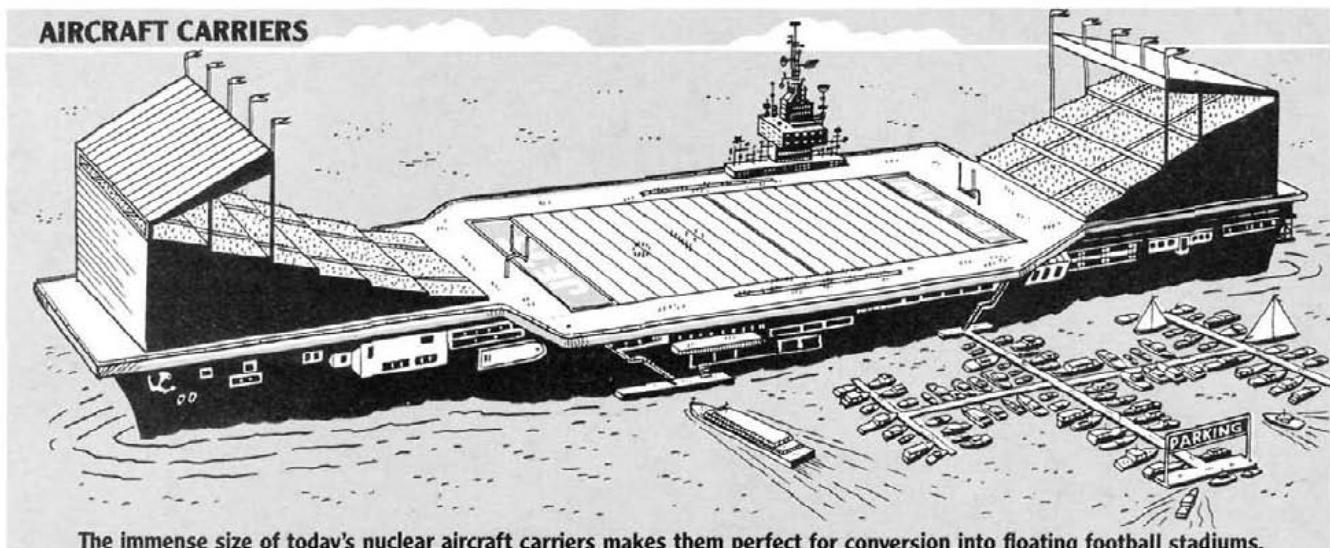
In the past few years, the U.S. has engaged in the biggest military buildup in history. Since the Iron Curtain has fallen and things have cooled down in the Middle East, though, the U.S. now has the biggest pile of used army surplus in history! We're not just talking about those old, mildewed camouflage coats, mess kits and rusty bayonets...There are BILLIONS of dollars worth of equipment being scrapped, scuttled and trashed! With the country's huge deficit in mind, we suggest that *all* old combat equipment be put to use to raise needed cash! Here are ways of...

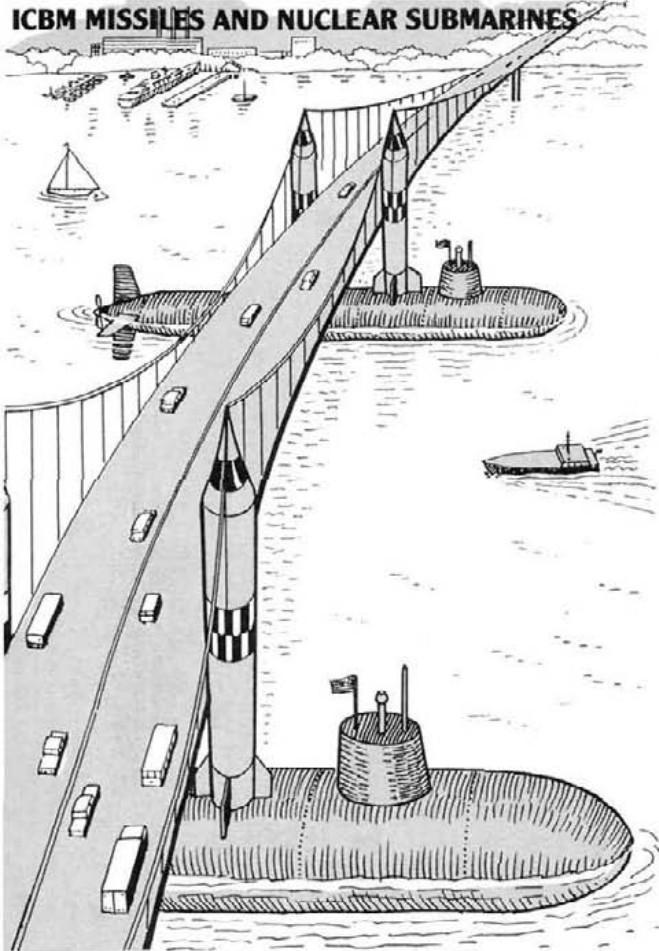
RECYCLING MILITARY EQUIPMENT

ARTIST AND WRITER: AL JAFFEE

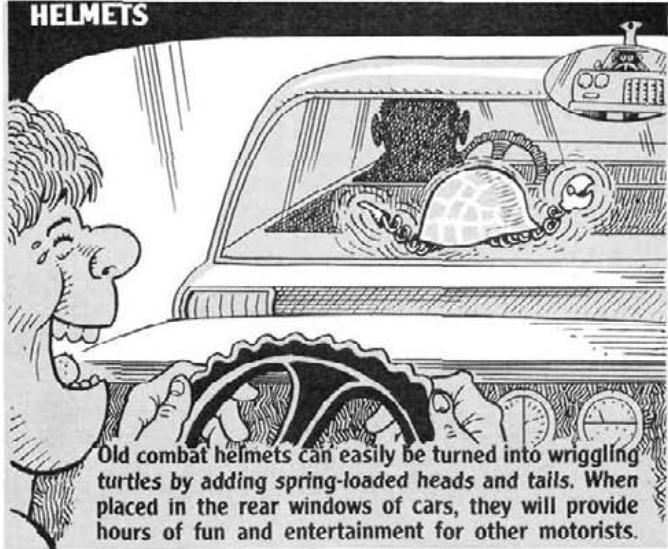


AIRCRAFT CARRIERS

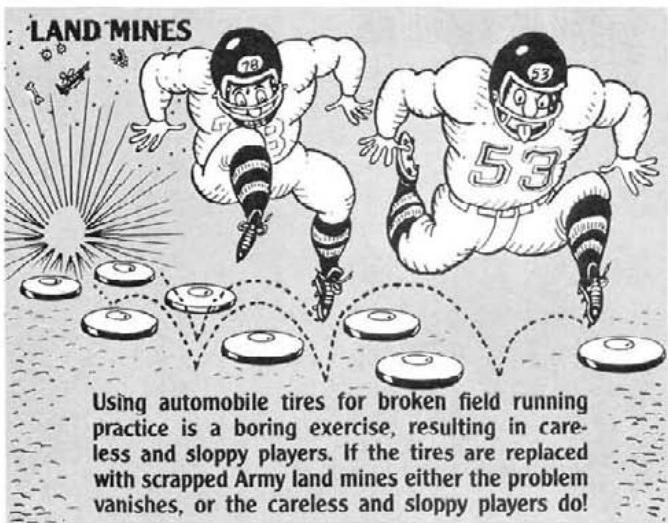




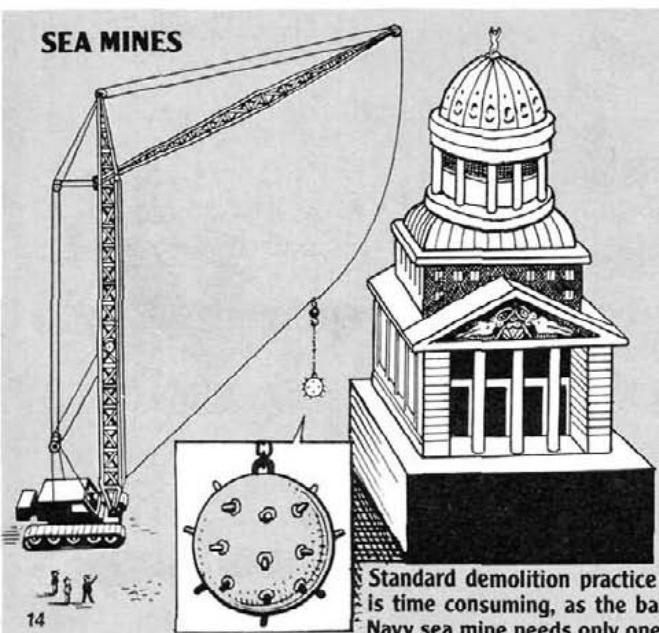
Old ICBM missiles and nuclear submarines lend themselves perfectly for use in bridge construction. They are rust and corrosion proof, and bridge maintenance crews could stay in the sub's former living quarters. Equipped with \$9,000 toilet seats and \$5,000 ashtrays, this facility would be an enviable place to work!



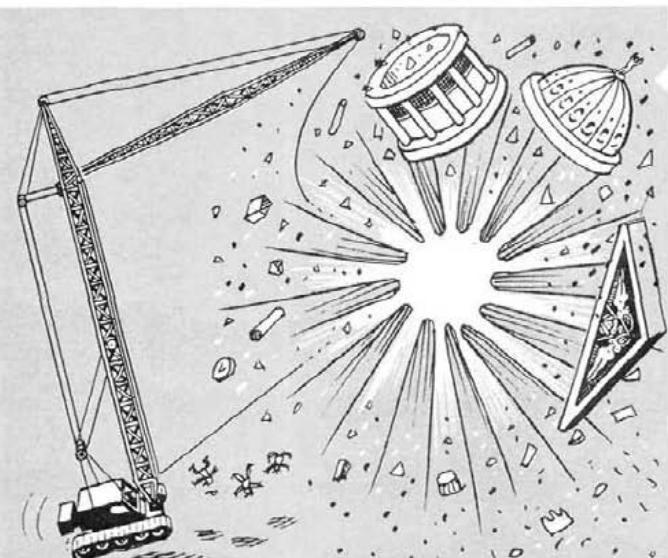
Old combat helmets can easily be turned into wriggling turtles by adding spring-loaded heads and tails. When placed in the rear windows of cars, they will provide hours of fun and entertainment for other motorists.



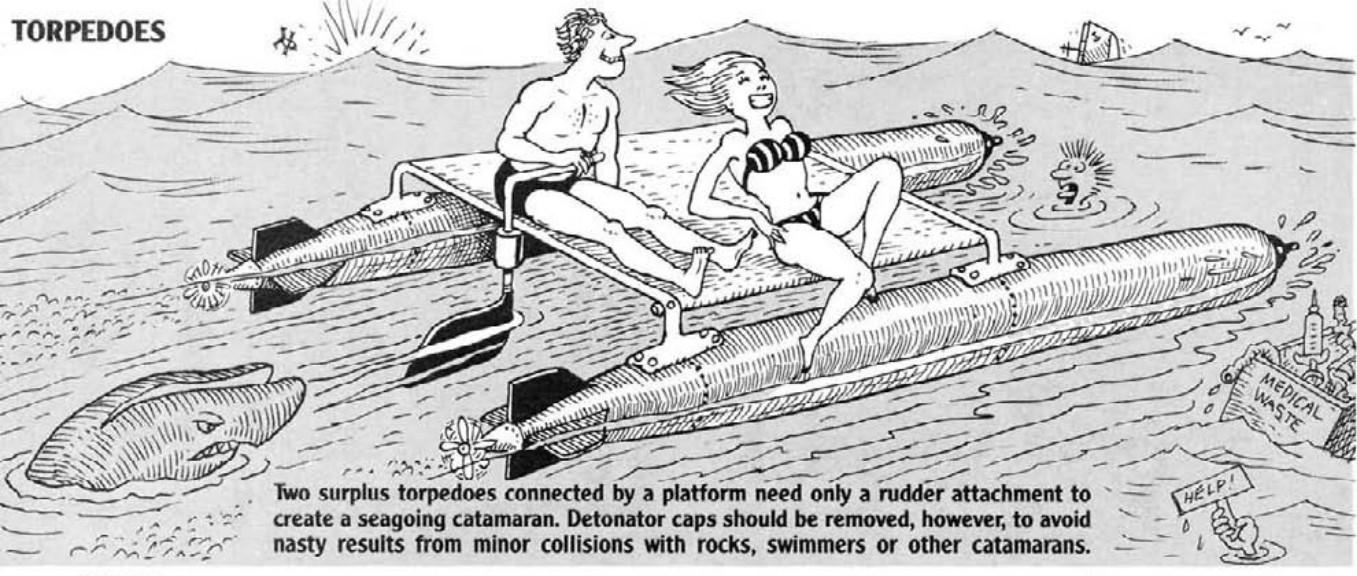
Using automobile tires for broken field running practice is a boring exercise, resulting in careless and sloppy players. If the tires are replaced with scrapped Army land mines either the problem vanishes, or the careless and sloppy players do!



Standard demolition practice involves swinging a large steel ball against a building. This is time consuming, as the ball can only knock down a small piece at a time. An obsolete Navy sea mine needs only one swing to totally demolish a structure no matter how big it is!



TORPEDOES



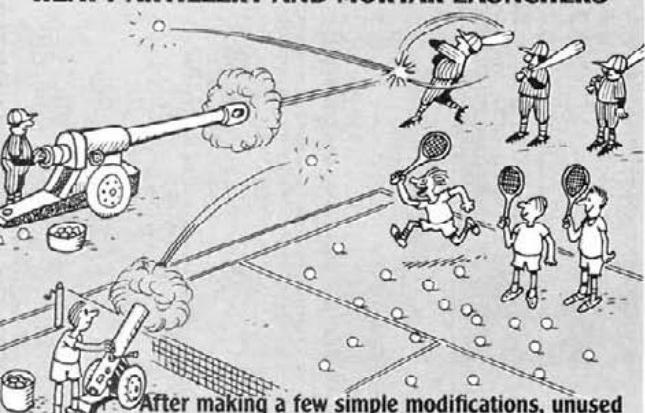
Two surplus torpedoes connected by a platform need only a rudder attachment to create a seagoing catamaran. Detonator caps should be removed, however, to avoid nasty results from minor collisions with rocks, swimmers or other catamarans.

TANKS



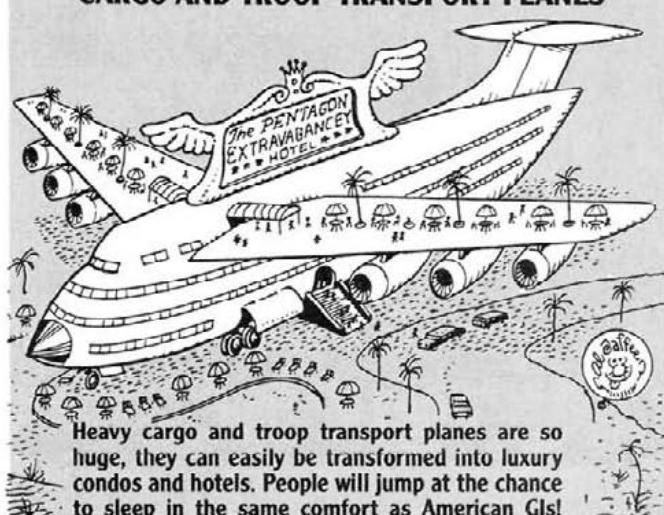
If made available to the general public, former army tanks would quickly surpass BMW and Mercedes as *the* top status vehicle. They'd be especially popular in cities with high car theft rates and by people who like to park in tow-away zones.

HEAVY ARTILLERY AND MORTAR LAUNCHERS



After making a few simple modifications, unused heavy artillery and mortar launchers can be used as baseball and tennis ball pitching machines. Athletes everywhere would benefit from the new challenge these speedy machines could offer.

CARGO AND TROOP TRANSPORT PLANES



Heavy cargo and troop transport planes are so huge, they can easily be transformed into luxury condos and hotels. People will jump at the chance to sleep in the same comfort as American GIs!

They say we only remember what we want to remember. And they say we only use 10% of our brain. That means we have a kazillion cells of gray matter that stay about as active as a piece of toast! Which helps to explain why...

You *ALWAYS* remember...

...How your Mom threw out your "priceless" baseball card collection when you left for college.



You *NEVER* remember...

...that the most valuable card in that collection was a 1987 Jr. Noboa of the Cleveland Indians in only "fair" condition!



You *ALWAYS* remember...



You *NEVER* remember...



...not to stick metal food containers in the microwave oven.

...not to stick just microwaved 4000° food into your mouth!

You **ALWAYS** Remember...

You *ALWAYS* remember...

...the theme songs to crappy TV sitcoms from the 60s and 70s!



You *NEVER* remember...

...the words to the Star-Spangled Banner!



You *ALWAYS* remember...



You *NEVER* remember...



...“Blazing Saddles” and “Young Frankenstein.”

...“Spaceballs” or “History of the World Part I”!

You *ALWAYS* remember...

You *NEVER* remember...



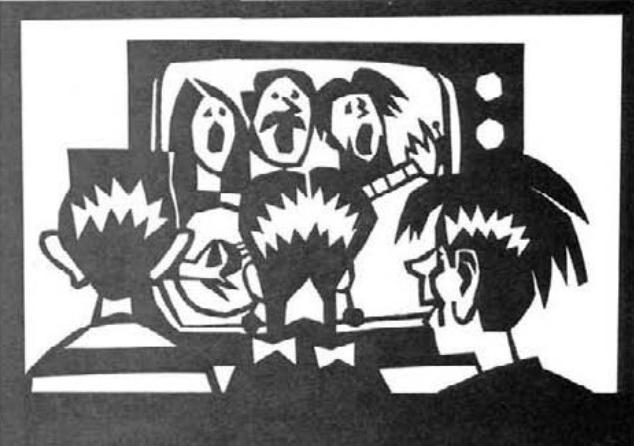
...the great fun you had at summer camp.



...the other 95% of the time there!

You *ALWAYS* remember...

...the moving, historic efforts of "We Are the World," "Comic Relief," and "Hands across America."



You *NEVER* remember...

...what important and worthy social causes they were raising money for!

You NEVER Remember...

PAPERCUTTINGS: GERRY GERSTEN

WRITER: MIKE SNIDER

You *ALWAYS* remember...

You *NEVER* remember...



...that hot, young French teacher in high school.



...a single word of French!

You *ALWAYS* remember...

You *NEVER* remember...

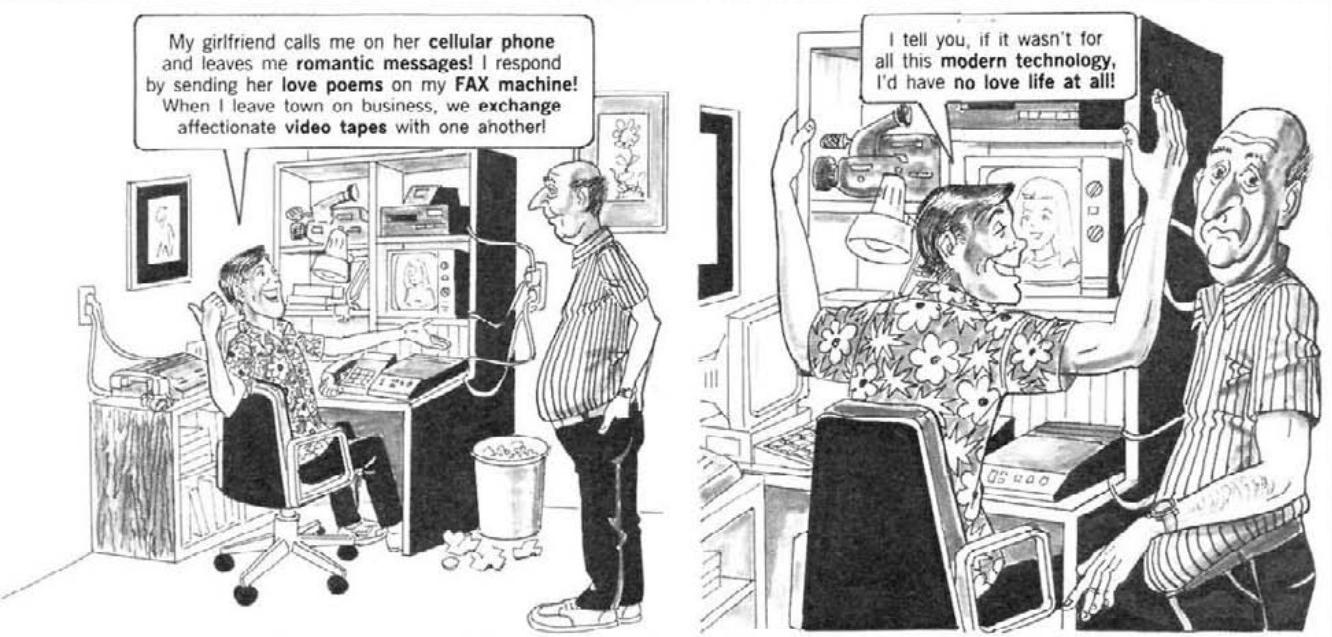


...the "Turn-Ons" and "Turn-Offs" of the current Playmate of the Month.



...what the woman you've been going with for two years likes!

COMMUNICATION



BERG'S-EYE VIEW DEPT.

THE LIGHT

SECURITY



MODERN EDUCATION



CURRENT EVENTS



R SIDE OF...

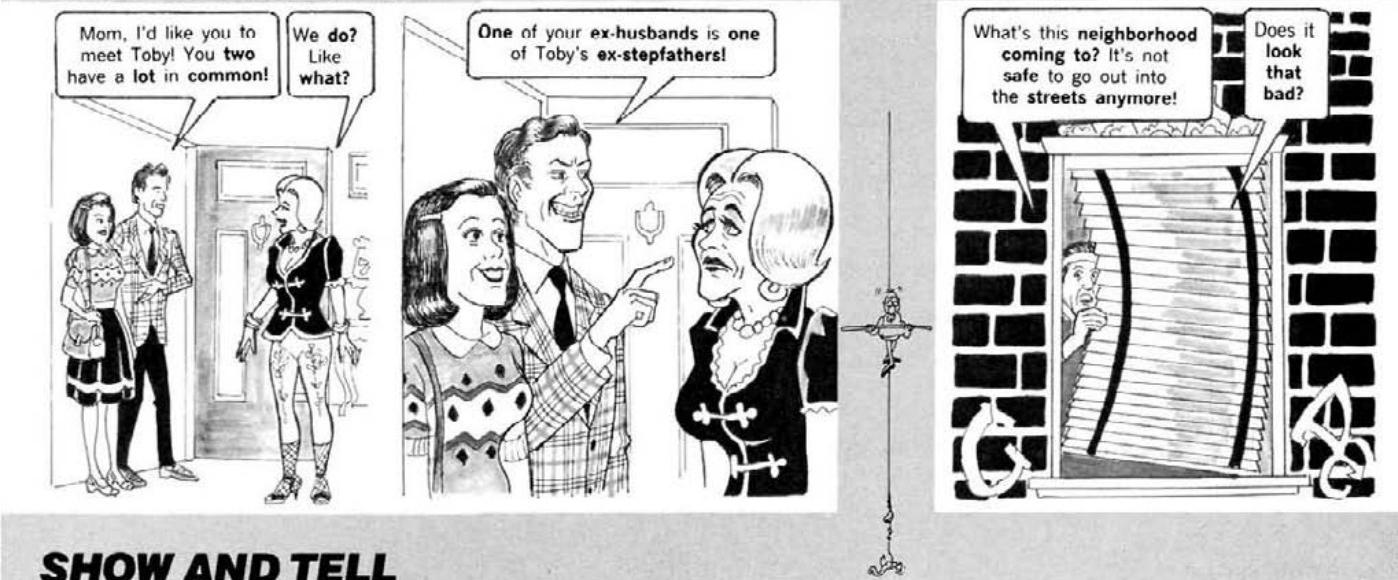
ARTIST & WRITER:
DAVE BERG



WHEELS



RELATIONSHIPS



CRIME



EXPERTISE



FLYING



ECONOMICS



THE OFFICE



Charlie, I'll bet you're goofing off, as usual!

Not me, Boss! I'm busy with paperwork!



ROMANCE

My husband wants to go on a **second honeymoon**!

That sounds **wonderful**! Why do you look so glum?



DOCTORS

Kaputnik, isn't it **about time** you finally did something **sensible** about being **overweight**?

I'm **doing just that**, Doctor!

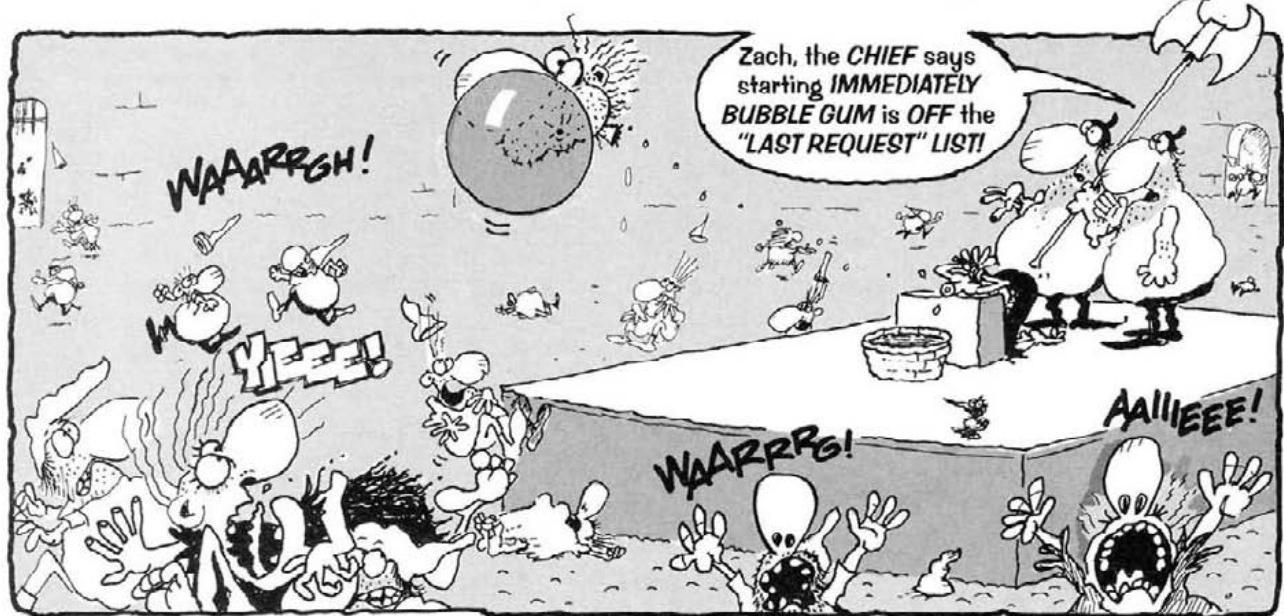
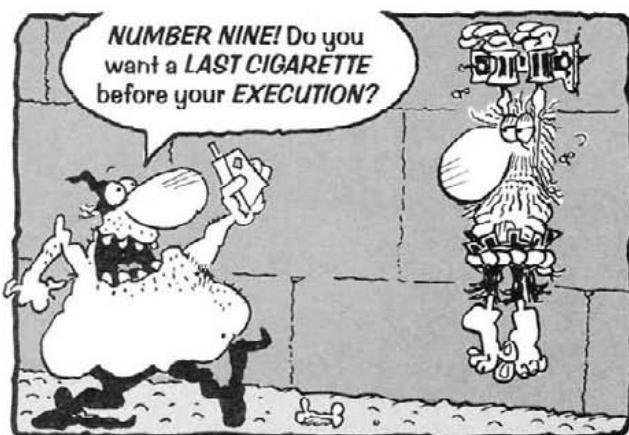


I've decided to **learn to live with it**!



THE CONTROVERSIAL CONVICT'S COMEUPPANCE

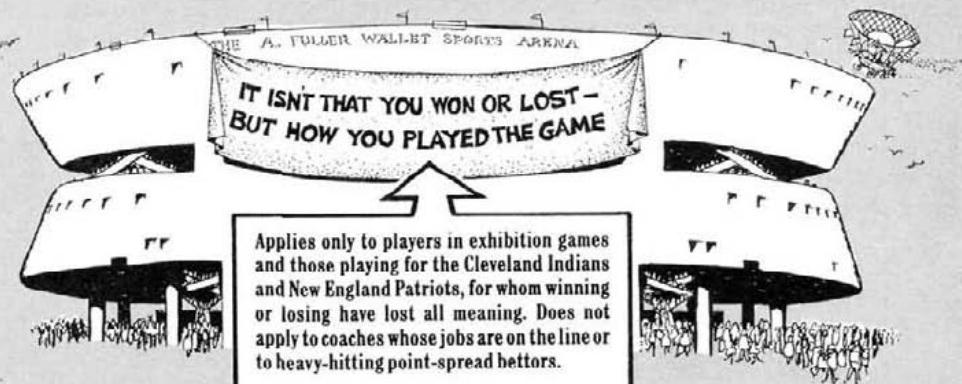
ARTIST AND WRITER: DUCK EDWING



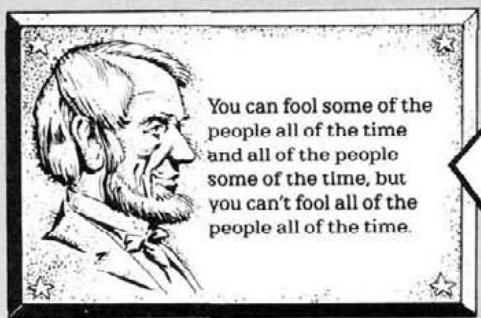
A SLAP IN THE PHRASE DEPT.

Disclaimers—tiny words at the bottom of TV commercials that tell you the truth about how you're getting fooled and misled. We here at MAD think disclaimers could be put to an even better use, as you'll see in the following...

DISCLAIMERS FOR OAH



Applies only to players in exhibition games and those playing for the Cleveland Indians and New England Patriots, for whom winning or losing have lost all meaning. Does not apply to coaches whose jobs are on the line or to heavy-hitting point-spread bettors.

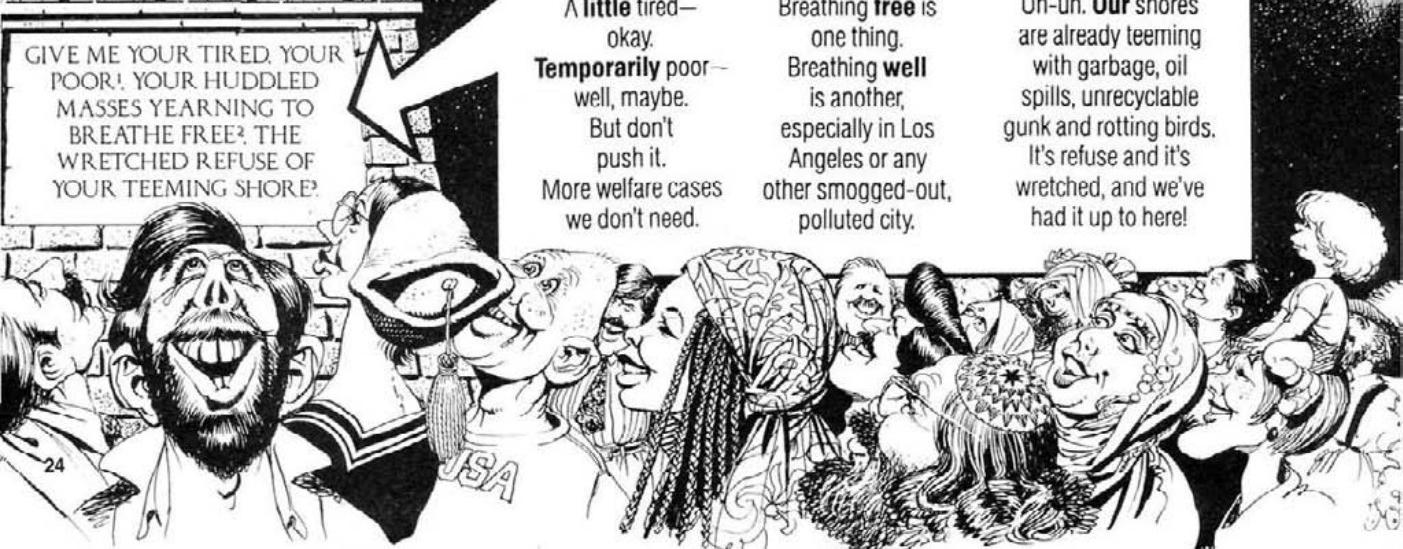


Exceptions may include auto warranties, quickie weight-loss plans, junk bonds, The Republican Party and Geraldo Rivera.

1 A little tired—
okay.
Temporarily poor—
well, maybe.
But don't
push it.
More welfare cases
we don't need.

2 Breathing **free** is
one thing.
Breathing **well**
is another,
especially in Los
Angeles or any
other smogged-out,
polluted city.

3 Uh-uh. **Our** shores
are already teeming
with garbage, oil
spills, unrecyclable
gunk and rotting birds.
It's refuse and it's
wretched, and we've
had it up to here!



THS, MOTTOES AND FAMOUS SAYINGS

ARTIST: GEORGE WOODBRIDGE

WRITER: FRANK JACOBS

I pledge allegiance to the flag of the United States of America¹ and to the Republic for which it stands,² one nation under God³, indivisible⁴, with liberty and justice⁵ for all.

1. Excluding areas of the South, where the Confederate flag is still saluted.

2. The flag, that is. Not Congress, which rarely takes a stand on anything.

3. With or without the Reverend Donald Wildmon. Hopefully without.

4. Divisions may occur during Presidential elections, Super Bowls and lobbying for cushy defense contracts.

5. Quality of justice may vary according to clout with judge and possessing the bucks needed to hire a high-priced lawyer.



NEITHER SNOW NOR RAIN NOR HEAT NOR GLORY OF NIGHT STAYS THESE COURIERS FROM THE SWIFT COMPLETION OF THEIR APPOINTED ROUNDS.

Local restrictions may apply if snow is in your immediate area.

Covers light showers only. Efficiency during downpours may vary, depending to what degree letter-carriers are spooked by thunder and lightning.

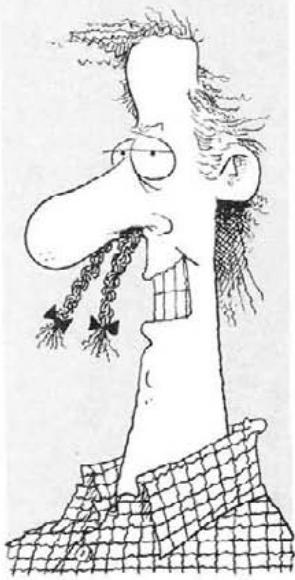
Dry heat only. High humidity may cause employees to feel sluggish and discontented.

Not guaranteed in high-crime, low-income urban areas, where deliveries may be held back till daylight or indefinitely.

Based on individual definitions of "swift," which may vary according to mood, biorhythms and astrological sign.



Gross is guys who don't trim their nose hairs!



Beyond Gross is guys who braid them!



Gross is showing off a fresh surgical scar!



Beyond Gross is showing off what they took out!

REVOLTAGE METER DEPT.

Some things in life are simply nauseating—for example, summer school. Other things are more than nauseating—for example, going to school the other 10 months of the year! But some things are even more repugnant and barf-inducing than that! Which brings us to the following little article which we aptly call...

GROSS AND

ARTIST AND WRITER: JOHN CALDWELL



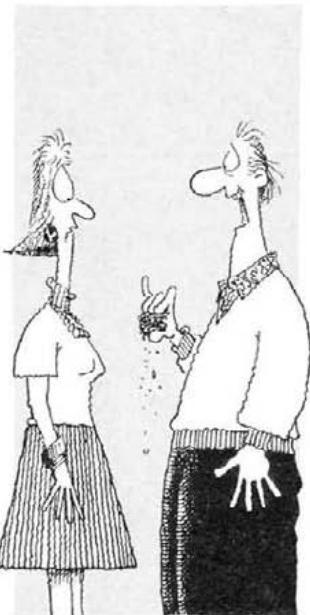
Gross is picking a scab until it bleeds!



Beyond Gross is picking someone else's scab until it bleeds!



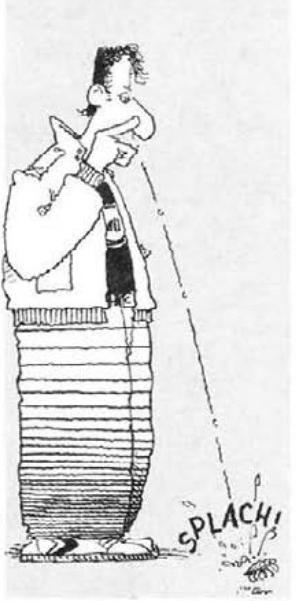
Gross is people who talk with their mouth full!



Beyond Gross is people who remove their food temporarily to be more clearly understood!



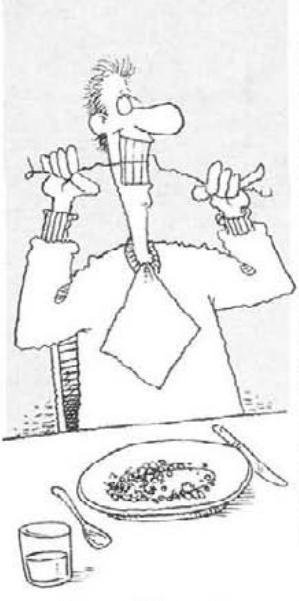
Gross is guys who blow their nose at the decibel level of an F-16!



Beyond Gross is guys who blow their nose with the accuracy of an F-16!



Gross is finding a hair on your plate!

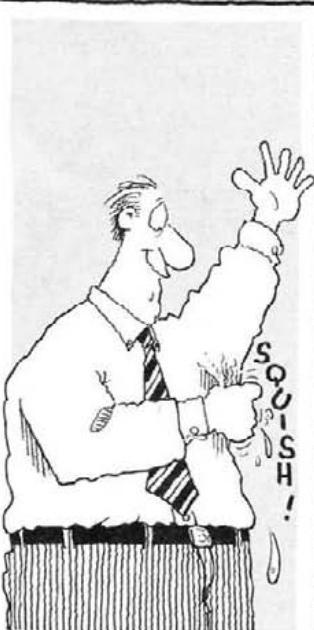


Beyond Gross is flossing with it!

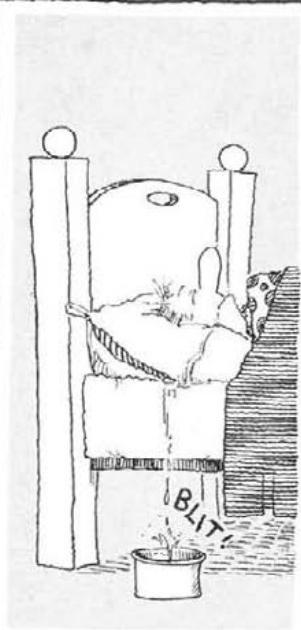
BEXOND GROSS



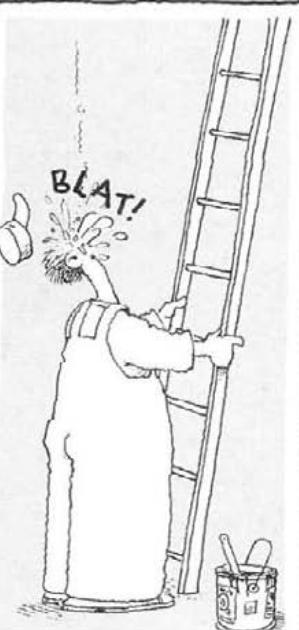
Gross is fat guys with huge armpit stains on their shirts!



Beyond Gross is fat guys who periodically ring them out!



Gross is drooling in your sleep!



Beyond Gross is drooling on the job!

Did you see the Ron Howard film about firefighters? The firemen are brave! The special effects are incredible! But the script? We thought it was a cliché-ridden, substandard...

HACK

Hi, I'm Burnin' McCaffeine! I come from a family of firemen! Ever since I saw my father get killed in a blazing building, I've had only one desperate desire—to become a bookkeeper!

I'm Steamin', Burnin's older brother! Guys in my fire company call me "gung-ho" 'cause I rush into buildings and pull people out! Even buildings that aren't on fire! But I say you can never be too careful!

I'm Do-All Grimface, an arson expert! I investigate suspicious fires! Like yesterday, I was called to check out a fire in a factory that makes fire extinguishers! Talk about suspicious!

I'm Dim, the wide-eyed, likeable rookie! I learned a lot in firefighter school, but there's one thing they didn't tell me—like whether or not I can bring marshmallows to a fire!



ARTIST: ANGELO TORRES

What the heck are you rookies doing?!

Breaking this guy's car windows so we can pass the hose through!

Idiots! You do that when a guy's parked illegally next to a fire hydrant, not when he's stopped for a red light!

Burnin', didn't you know that you were rescuing a mannequin?!

Not really! She seemed more lively than most of the women I've dated! Give me a hand with her!

Are you putting her into the garbage?

The garbage!!! No! I'm putting her into my backseat! Look into her lovely polystyrene eyes! Can't you see she's crazy about me??!



DRAFT

I'm Steamin's **ex-wife!** I left him because a "hot time" didn't mean the same thing it did when we **met!** He was **too involved in his work!** Every time I had a backyard **barbeque** he **extinguished** it and then carried out all our **guests** on his shoulder!

I'm the city's **Alderman!** People say I'm not **safety conscious** because I keep **closing firehouses!** But that's my **strategy!** When **ALL** the firehouses are **closed**, folks will be a hell of a lot more **careful** knowing **NO ONE**'s coming to help them!

I'm **Burnin's ex-girlfriend!** I'm sorry I never **married** the guy! With the stupid way he fights fires, I could be his **widow** and live like a **queen** on his **insurance money!**



WRITER: DICK DEBARTOLO



Looks like the **explosion** from the **backdraft** put him right through the **windshield!**

Why must you always jump to **conclusions?** Maybe he **forgot** his **keys** and was just trying to get into his **car!**

How long will it take to get a report on this fire?

I'll be working on it **twenty hours** a day for the **next two weeks!**

That's how **complicated** this case is?

No, that's how much I have to **pad** my overtime to make my **rent money!** With all the **cutbacks** in the department it's really getting **impossible** to live!





Fire is fickle! And fire can be evil! But fire can also be good. Fire's also pretty hot! I envy fire. Once, I even made love to fire!

You made love to fire???

Yep! If you think the burns on my back are strange, you should see the burns on my—

Never mind! I get the picture!

You are Ronald Burnwell, the infamous arsonist! Burnwell, I came to see you because I'm looking for clues to some mysterious fires that have been taking place lately!

Why do you think I would know anything about them?

Actually, I didn't think you'd be any help at all, but a scene just like this worked so well in Silence of the Lambs, it certainly couldn't hurt us copying it!

My God, this poor devil was burned beyond recognition!

That's my lunch! Extra Crispy chicken parts from KFC! The body is over there! I found something interesting. There were wires running all through the poor victim's body!

Schmuck! You performed an autopsy on the mannequin!

My darling! What has he done to you?!

What do you think of my lovemaking?

It was wonderful! I heard sirens, saw flashing red lights, and toward the end, I felt the earth move!

You fool, that wasn't the earth moving! That was the firetruck! We started in the firehouse and now we're downtown at a three-alarmer! Talk about a hot time!!

Juniper, I think there's a connection between the victims killed in those mysterious fires and your boss, the Alderman!

Of course there's a connection! He was a partner in a fake corporation with them! They were making millions on the firehouses they closed!

You knew?! Why didn't you report him?!!

Why should I? When I come in 30 minutes late, he doesn't say a word! I can take more than an hour for lunch and he lets me leave early too! He's the best boss in the world! Why would I turn him in?

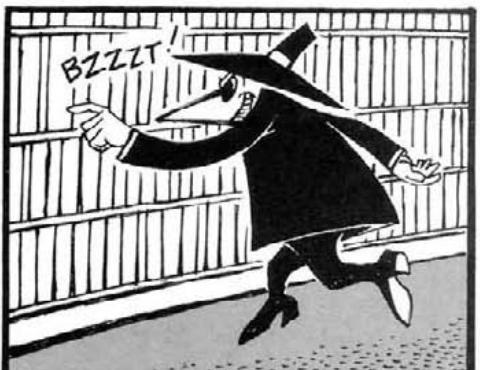
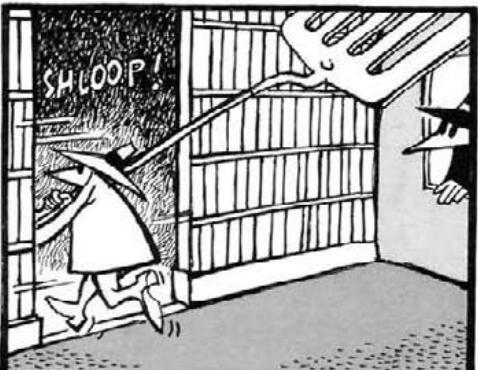
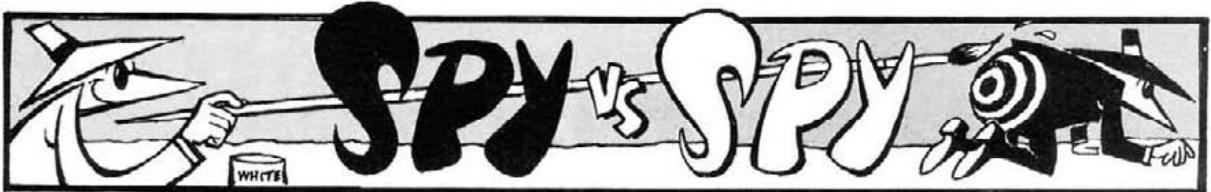
I'm glad you came by to visit, Steamin', because I'm in a loving mood!

So am I! Let's go!
To the bedroom?

No, the firehouse! You know this family has a tradition! We only make love on the top of firetrucks!







LAVATORY EXPERIMENTS DEPT.

If your home has a second bathroom, you probably think it's only good for one thing (well, maybe

A SECOND BATHROOM... Your

HISTORIC NAVAL BATTLE MEMORIAL



PADDLEBALL COURT WITH ADDITIONAL HAZARDS



INDOOR BAR-B-QUE



COAT CHECKROOM FOR GATHERINGS



two!). Actually, that handy little tiled room can be adapted to a plethora of snappy uses! Explore...

Gateway to Fun and Adventure!

EMERGENCY GUEST ROOM



NON-ALCOHOLIC PUNCHBOWL FOR KIDDIE PARTY



AQUATIC PET HABITAT



ROMANTIC LOVER'S RETREAT WITH WATERFALL



HOME ALONE

A young boy is left alone at home in a house that has been targeted for robbery by two local thieves!



REEL VS. REAL

DANCES WITH WOLVES

An American cavalry soldier asks an Indian tribe to forget all the white man's atrocities, slaughters and lies so that he can become part of their culture!



REEL VS. REAL

A SPROCKET FULL OF MIRACLES DEPT.

Anyone who's ever gone to the movies knows that things absolutely NEVER happen in life the way they do on the big screen. Not one soldier—not even Rambo—can shoot down hundreds of ruthless enemies without so much as getting a nick! And Hollywood prostitutes—not even those who look like Julia Roberts—do not attract handsome millionaires who save them from a life of degradation and sleaze! Hollywood distorts reality (which is pretty distorted already, if you ask us!)—a phenomenon we examine further in this little ditty of an article called...

Reel VS. REAL

ARTIST: SAM VIVIANO

WRITER: RUSS COOPER



THREE MEN AND A LITTLE LADY

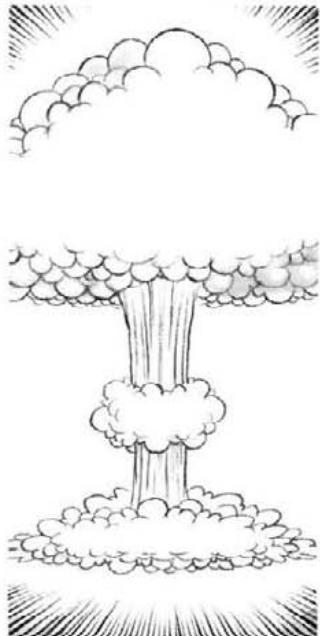
Three New York bachelors share an apartment and raise a precocious little girl all by themselves!



REEL VS. REAL

HUNT FOR RED OCTOBER

A Russian Commander steals a nuclear submarine and heads straight for America, counting on the trust and intelligence of the U.S. military to realize that he's defecting, not attacking!



REEL VS. REAL

RESCUERS DOWN UNDER

Two cuddly mice invite a sea gull to join them on some very exciting adventures!



REEL VS. REAL

TEENAGE MUTANT NINJA TURTLES

Four ordinary shelled creatures and a rat are inadvertently exposed to "ooze," a highly radioactive material, after a nuclear accident!



REEL VS. REAL



ACCOUNTS PERCEIVED DEPT.

According to the old cliché, "Seeing is believing!" Unfortunately, no two people seem to see the exact same thing the exact same way. This frequently leads to arguments, fistfights, gunplay and bloodshed! But enough about the typical American family! We're here to explain our point of view (which you'll probably see as a total waste of time) in an article we call...

ASS

ARTIST: JOHN POUND



A Smoker
as seen by...



... a non-smoker



... psychologists



... his lungs



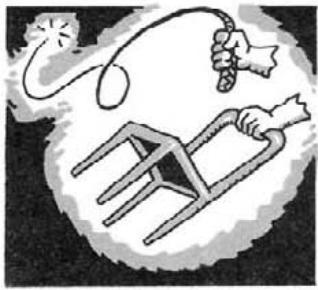
A Newspaper
as seen by...



... a parakeet



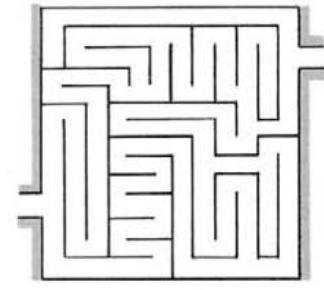
... a bum



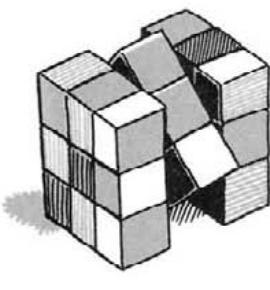
... a disobedient dog



A Roadmap
as seen by...



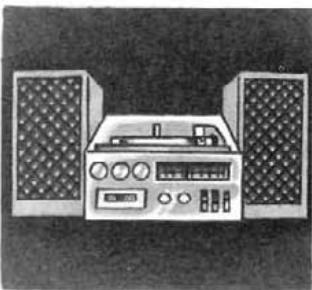
... someone trying to read it



... someone trying to fold it



... someone who is totally lost



Your Stereo
as seen by...



... the neighbors



... burglars

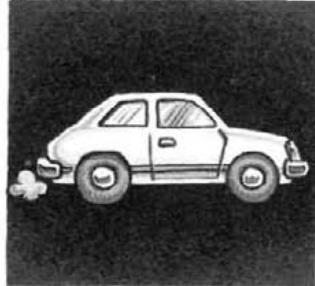


... you



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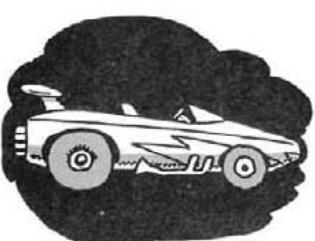
WRITERS: EDIE SMITH AND DARREN JOHNSON



A Teenager's Car
as seen by...



... his friends



... the police



... his insurance company



The Latest Rock Group
as seen by...



... Fundamentalists



... hotel managers



... music critics



A High School Girl's Boyfriend
as seen by...



... her dad



... her friends



... herself



A Toilet Bowl
as seen by...



... a cat



... a plumber



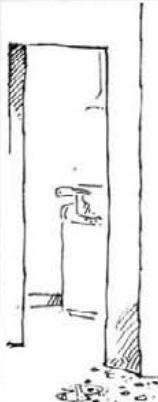
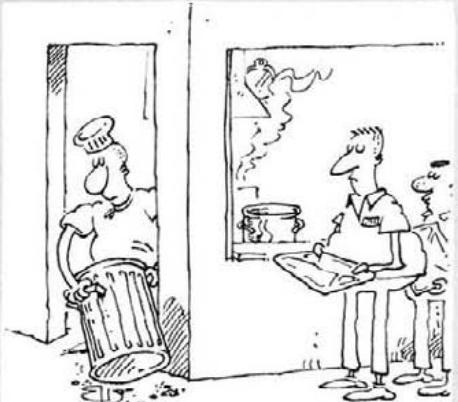
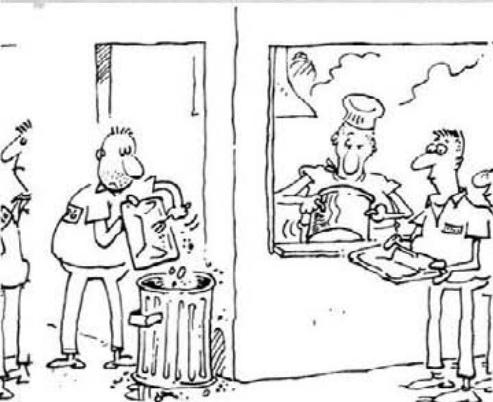
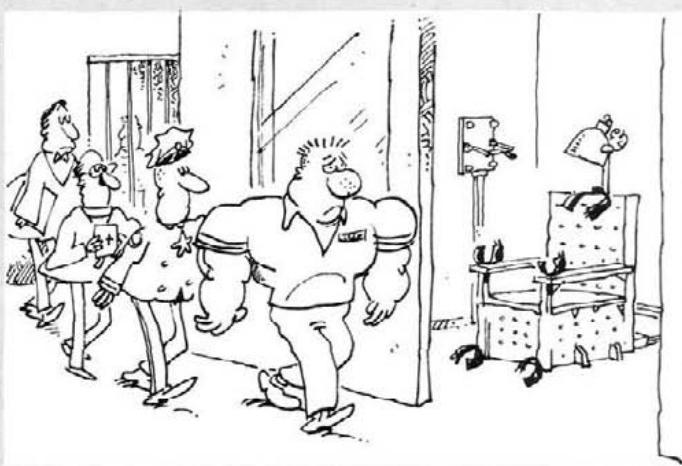
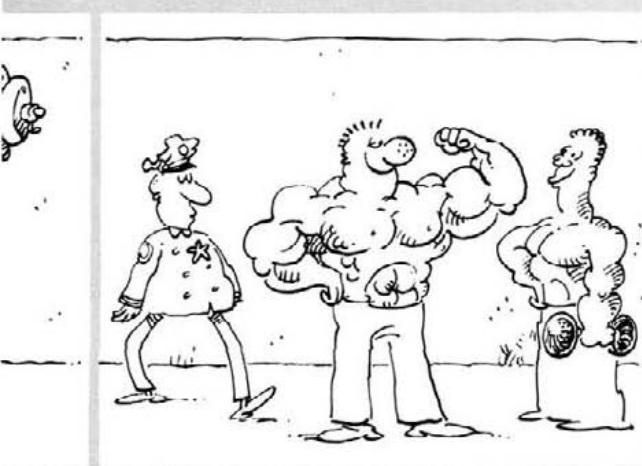
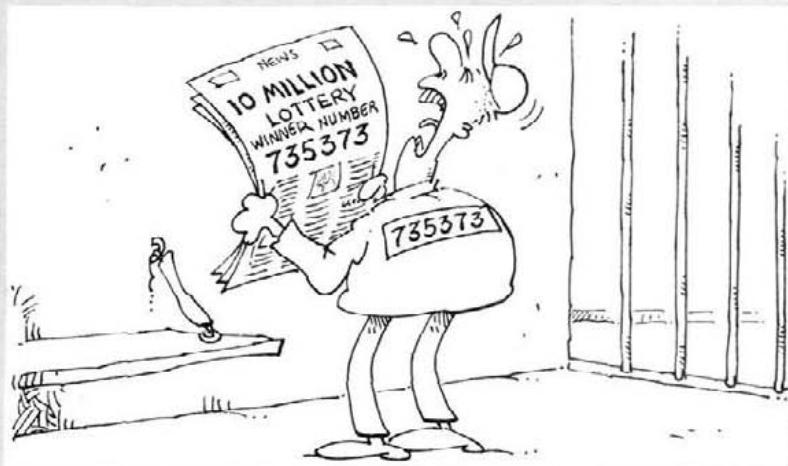
... a goldfish

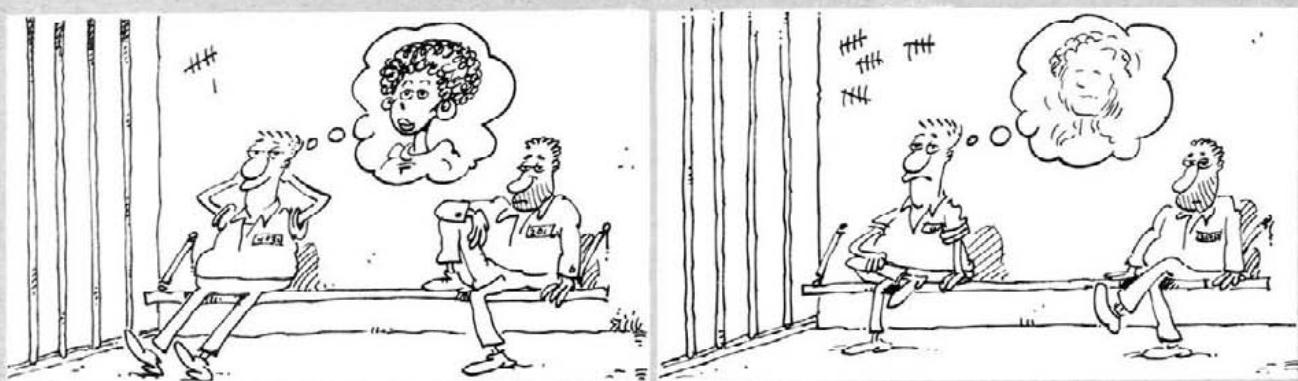
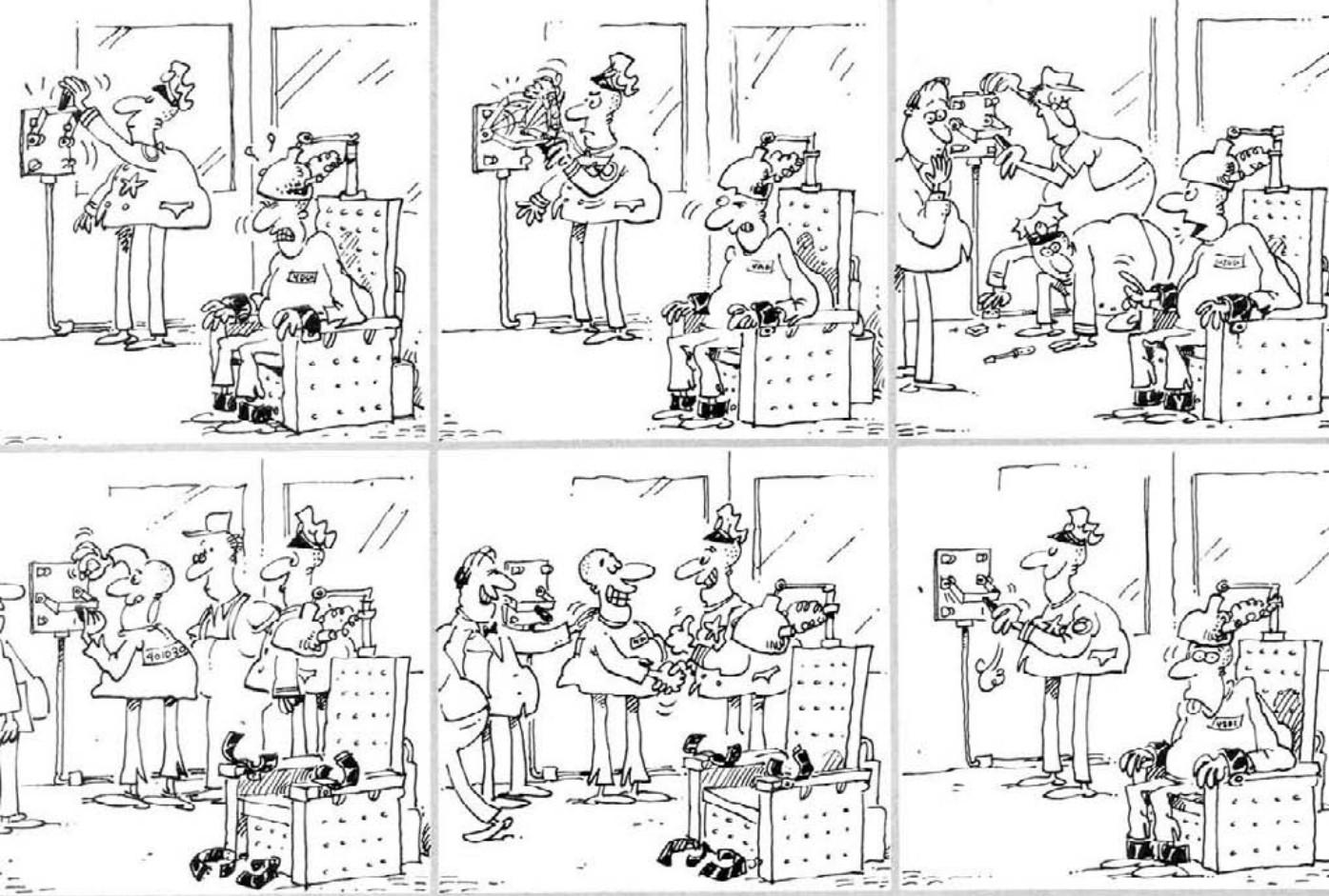
A MAD LOOK AT P



RISON LIFE

ARTIST AND WRITER: SERGIO ARAGONES





Amazing! This following-the-flight-of-an-arrow effect is really super!

Yeah! I can't wait to see the great special effects in this film!

You just did!

You mean that was it? Seven bucks to see one stinking arrow?

No, seven bucks to see America's latest heartthrob, Kevin Clodner! "Star him and they will come!"

KNOCK ON SHERWOOD DEPT.

THROBBIN HOOD PRINCE OF HEAVES

There's a hero in our midst! That's Throbbin' of Loxly, one of the greats of the Crusades!

Wow! I really admire those guys who pillaged defenseless villages and robbed innocent peasants!

How I love to torture my victims before I draw, quarter and disembowel them!

Hoo-boy! This is going to be some rough movie!

How can you tell?
He's the comic relief!

ARTIST: JACK DAVIS

WRITER: STAN HART

Chopping off hands is a barbaric practice! What do these fiends expect to accomplish by doing something as cruel as that?

It will stop the prisoner from ever committing the same crime again, Throbbin'!

What was he accused of?

Biting his nails in public!

God, I hate it here!

Why not look on the brighter side? At least you don't ever have to wash up for dinner!

DE MASES

I've heard that if Throbbin' escapes this dungeon he will return to England and rob from the rich!

That is true, May Marry'em! Throbbin' will put that booty to better use!

Like giving it to the poor to make their lives better?

No! Like giving it to Warner Films to help repay the \$45,000,000 they blew producing this turkey!

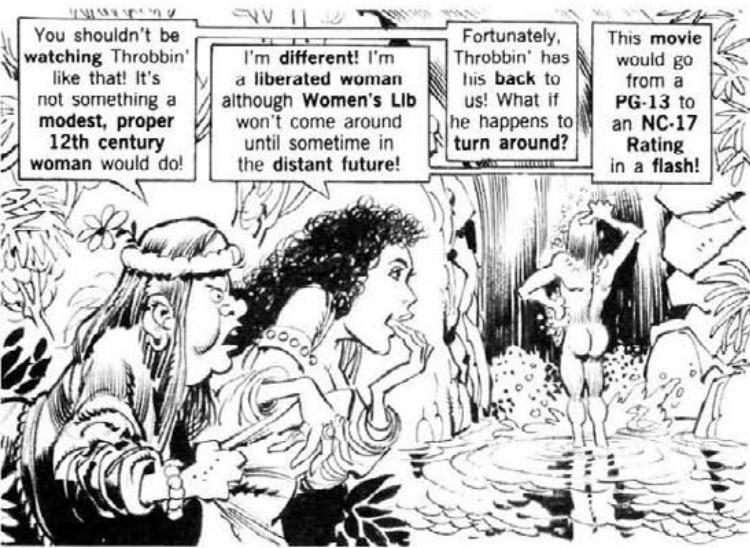


We must do battle! Since there is little else in this film except fight scenes, we need one at least every 10 minutes to keep the audience awake!

If we don't get killed here, I know a way out of the city!

I have to hand it to you, Akeem! Sneaking out of Jerusalem with a Hadassah tour was a great idea!

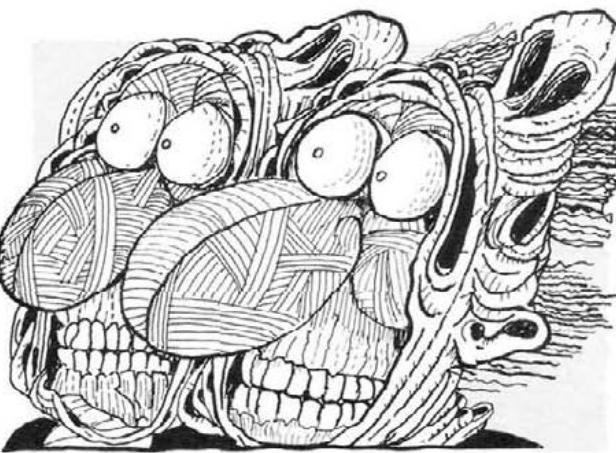
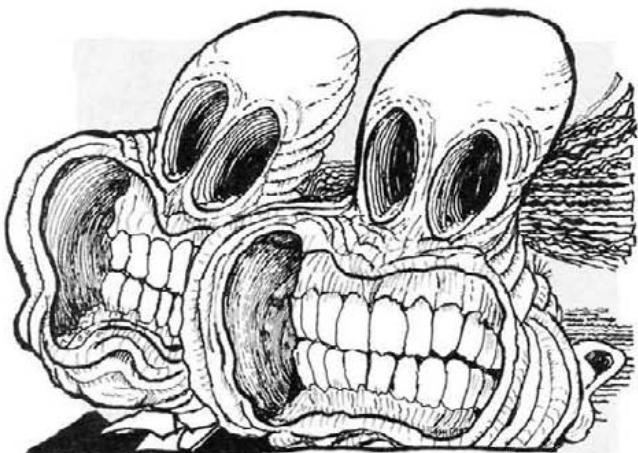
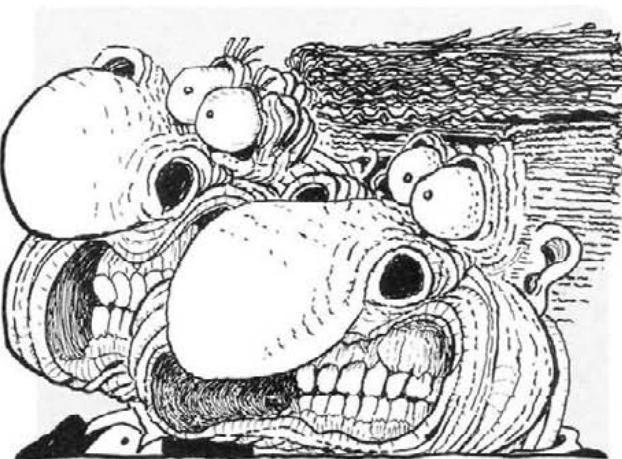
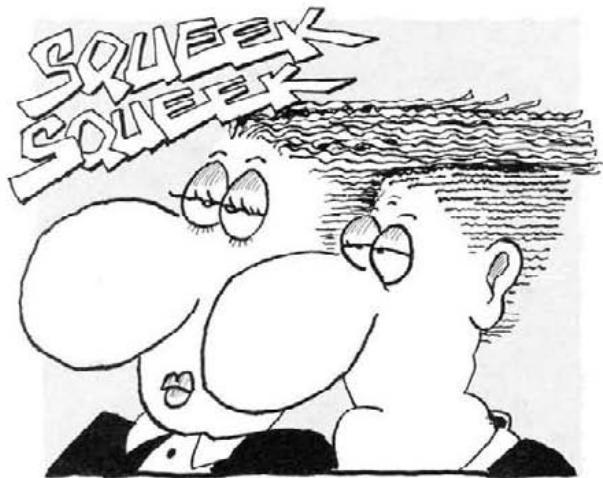








THE VULNERABLE VICTIM'S VOYAGE



If it gets *TOO WINDY* for ya
back there, let me know and I'll
ROLL UP my *WINDOW!*



WHERE IS OUR
GOVERNMENT MOST
SUCCESSFULLY USING
THE CAMOUFLAGE
TECHNIQUE?

HERE WE GO WITH ANOTHER RIDICULOUS **MAD FOLD-IN**

The camouflage technique is now used all over the world. But our leaders are using it extremely well in one area. To see how, fold in page as shown.



FOLD PAGE OVER LIKE THIS!

A ►

FOLD THIS SECTION OVER LEFT

◀ B FOLD BACK SO "A" MEETS "B"



HIDEOUS CAMOUFLAGE COLORS ARE USED FOR SIMULATING THE HODGE-PODE SHADES THAT ARE IN NATURE. THIS TIMELESS PROCESS HELPS ANIMALS SURVIVE. MAN, HOWEVER, IS OBLIGED TO USE IT AS PART OF HIS WARMAKING SYSTEM.

A ►

◀ B

A FAIRY TALE SCENE WE'D LIKE TO SEE

Hansel & Gretel

